

## Press release

1 August 2018

### Key messages

- The Hempel Sailing World Championships has begun
- Hempel rejoice the sailing traditions and join in the celebrations
- Hempel is a world-leading supplier of biocide-free products for yachts
- New yacht assortments are launched

## Hempel Sailing World Championships 2018 has set sail

**The harbour of Aarhus is welcoming 400,000 visitors during the next ten days. Among them are 1,400 sailors from 90 countries. As title sponsors, Hempel is looking forward to joining the celebrations and cheering for the competitors at sea. These days, however, there are several other reasons to celebrate.**

Hempel has its roots in the maritime business and has delivered coatings for ships and boats for more than 100 years. Today, Hempel also delivers coatings for the protective and decorative markets, but it is of utmost importance to the world-leading coatings supplier to show support and participate in the public celebrations of the maritime history.

Group President and CEO of Hempel A/S Henrik Andersen says:

“It’s great to see so many people from around the world gathered to celebrate a sailing event. Hempel is a company with strong values, a pioneering spirit, and solid roots in the maritime industry. So it makes sense for us to sponsor this huge event and be part of the races. As a company, we always strive for progress and we see every race as worth winning. That’s what makes us able to offer innovative and sustainable coating solutions that keep our customers one step ahead.”

### Contributing to the sailing community and a less affected environment

Hempel has chosen to sponsor the event in order to support the maritime community in which the coatings supplier’s history has its roots. At the same time, all eyes will be on Denmark during the World Championships, and Hempel wishes to contribute to giving the viewers a great experience when they follow the races or take a stroll down the harbour in Aarhus Ø.

“We are a global company, but we are founded in Denmark and wish to support the maritime activities here as well as in other regions of the world,” says Henrik Andersen.

A contribution to the maritime community is also given via the coatings that Hempel offers to yacht owners:

“For a while now we have been celebrating that we are a world-leading supplier of biocide-free products in the yacht market. This means that by applying Hempel’s SilicOne or EcoPower Range, our customers are contributing to a healthier maritime environment,” says Thomas Olsen, Decorative and Yacht Marketing Director.

He continues: “In 2018, we can also celebrate the launch of several new products within the yacht coating market. They are all developed with a focus on efficiency and the environment.

**Facts about the Hempel Sailing World Championships Aarhus Denmark 2018**

- The Hempel Sailing World Championships Aarhus Denmark 2018 will include all 10 Olympic boat classes. Kitesurfing is added to the programme for the first time.
- Around 1,400 sailors from more than 90 nations will take part, making it one of the largest sailing events ever held.
- Around 400,000 visitors are expected in Aarhus for the event.
- Held concurrently to the Sailing World Championships in Aarhus, a large festival will provide maritime experiences for visiting families.
- Dates: 30 July – 12 August 2018.
- The Hempel Sailing World Championships Aarhus Denmark 2018 is organised by The Danish Sailing Association, Sailing Aarhus, City of Aarhus and Sport Event Denmark.

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